

2017 JACL National Convention July 6-8 Washington, D.C.



JACL

About the Japanese American Citizens League

Founded in 1929, the JACL is the oldest and largest Asian American civil and human rights organization with over 10,000 members, 105 active chapters, and four offices located throughout the United States and Japan. Through the years, JACL has participated in landmark cases and issues, such as an *amici* in *Brown et. al. v. The Board of Education of Topeka, Kansas* (school segregation) and *Loving v. Virginia* (interracial marriage), and the historic Jobs and Freedom March on Washington, D.C. in 1963. JACL successfully sought naturalization rights for our first generation immigrants, (Issei), participated in the Immigration Reform Act of 1965, spearheaded the successful campaign to establish the Commission on Wartime Relocation and Internment of Civilians in 1980 and guided the successful passage of the Civil Liberties Act of 1988, which provided Redress and Reparations for Japanese Americans who were affected by the issuance of Executive Order 9066.

JACL continues to play an important role in the larger framework of the Asian American Pacific Islander (AAPI) community through its civil rights advocacy. Moreover, JACL plays a leadership role in creating public awareness about the continuing relevance and lessons of the Japanese American incarceration. This is accomplished through its training workshops for teachers, its presentations at local schools and events, and its public statements on current issues that are reminiscent of the bigotry, fear, and misguided policies of our past.

2017 JACL National Convention
Washington, D.C.



<https://jacl.org/events/national-convention/>



Become a Sponsor, Advertiser or Exhibitor



WHY SPONSOR JACL? A FEW QUICK FACTS...

- Asian American buying power continues to increase and is projected to reach \$1 trillion by 2017.¹
- There are currently nearly 19 million Asian Americans living in the U.S., and Asian Americans are the fastest growing ethnic minority group at a 58% growth rate over the past 3 years.²
- In 2012, Asian American households spent 19% more than overall households.³
- Asian American consumers are especially brand loyal and prefer to do business with companies that support their community.

WHY SPONSOR CONVENTION?

- Connect directly with hundreds of Japanese Americans and Asian Americans from across the United States
- Reach an under-served market of Asian American consumers loyal to brands in support of the JACL
- Increase brand visibility by associating your business with the oldest and largest AAPI civil and human rights organization in the United States.
- Receive complimentary tickets to Convention events
- Receive acknowledgement in the Convention booklet, the *Pacific Citizen* newspaper (reaches over 25,000) the *JACL Digest* (reaches over 10,000) and on the JACL National website.



ADVERTISE OR EXHIBIT WITH THE JACL CONVENTION

- Reach thousands of JACL members from across the nation as well as AAPI community leaders, influencers and consumers by placing an ad in the JACL Convention booklet and being recognized in JACL media outlets.
- Increase visibility and awareness of your company, business or organization.
- Show support for your local JACL chapter or district.
- Honor or recognize a member or individual from your JACL chapter or district.
- Promote upcoming programs or events.



1 UGA Selig Center Multicultural Economy, Economy Study 2012
2 2013 Nielsen Pop-Facts Update Demographics
3 U.S. Chamber of Commerce Foundation, The Millennial Generation Research Review, November 2012





2017 Convention Sponsorship Levels

DIAMOND: \$35,000

- Full-page ad in a prominent location in the Convention booklet
- Opportunity to make three-minute welcoming remarks at the Sayonara Banquet.
- Main homepage logo/graphic on the JACL website.
- Special acknowledgement at all events.
- Full convention registration for two people.
- Reserved seating at the Sayonara Banquet (up to a maximum of ten (10) people).
- Invitation to the VIP Reception for up to ten people.
- Logo displayed at Sayonara Banquet.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *JACL Digest*, and on the National JACL website.

PLATINUM: \$25,000

- Full-page ad in a prominent location in the Convention booklet.
- Special acknowledgement at all events.
- Full convention registration for two people.
- Reserved seating at the Sayonara Banquet (up to a maximum of eight people)
- Invitation to the VIP Reception for up to eight people.
- Logo displayed at Sayonara Banquet.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *JACL Digest*, and on the National JACL website

GOLD: \$15,000

- Full-page ad in the Convention booklet.
- Full convention registration for two people.
- Reserved seating for six at the Convention Banquet
- Invitation to the VIP Reception for up to six people.
- Logo displayed at the Sayonara Banquet.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *JACL Digest*, and on the National JACL website.

SILVER: \$10,000

- Full-page ad in the Convention booklet.
- Full convention registration for two people.
- Reserved seating for four at the Sayonara Banquet
- Invitation to the VIP Reception for up to four people.
- Acknowledgement at the Sayonara Banquet.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *JACL Digest*, and on the National JACL website.

BRONZE: \$5,000

- Half-page ad in the Convention booklet.
- Reserved seating for four at the Sayonara Banquet.
- Invitation to the VIP Reception for up to four people.
- Logo displayed at the Sayonara Banquet.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *JACL Digest*, and on the National JACL website.

CONVENTION BENEFACTORS: \$2,500–\$4,999

- Four tickets to the Sayonara Banquet.
- Invitation to the VIP Reception for up to four people.
- Acknowledgement in the Convention booklet, the *JACL Digest* and on the National JACL website.

CONVENTION SUPPORTERS: \$1,000–\$2,499

- Two tickets to the Sayonara Banquet.
- Invitation to the VIP Reception for up to two people.
- Acknowledgement in the Convention booklet, the *JACL Digest* and on the National JACL website.

CONVENTION FRIENDS: \$500–\$999

- One ticket to the Sayonara Banquet.
- Invitation to the VIP Reception.
- Acknowledgement in the convention booklet, the *JACL Digest* and on the National JACL website.





2017 Convention Sponsorship Form

*JAACL is recognized as a 501(c)(3) non-profit corporation by the Internal Revenue Service.
Contributions are tax-deductible to the extent permitted by law.*

1. Sponsorship Level

- \$35,000 Diamond \$15,000 Gold \$5,000 Bronze
 \$25,000 Platinum \$10,000 Silver \$_____ Benefactor, Supporter, Friend

2. Contact Information

3. Payment Method

Name to appear on Convention materials	
Contact Name	
Address	
City	
State	Zip
Phone	Fax
E-mail address	
Website	

Enclosed is a check for \$ _____ Payable to Japanese American Citizens League.		
- OR -		
Please bill \$ _____ to my credit card		
<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express
Card Number		
Cardholder Name		
Exp Date (MM/YY)	Security Code	
Credit Card Billing Address		
City	State	Zip
Cardholder Signature		

Mail payment with form by May 19, 2017 to:
Attn: Sponsorship
JAACL National
1765 Sutter Street
San Francisco, CA 941





2017 Convention Exhibitor Details

EXHIBITOR DATES

FRIDAY, JULY 7
SATURDAY, JULY 8

GOVERNMENT / CORPORATE \$1,000

- One 8' x 6' exhibit booth space
- Two chairs and one 6' draped table
- One Convention registration
- Listing in the Convention booklet
- Opportunity to provide items in registration welcome gift bags
- Acknowledgment in the *JACL Digest*, and on the National JACL website

SMALL BUSINESS \$500

- One 8' x 6' exhibit booth space
- Two chairs and one 6' draped table
- Listing in the Convention booklet
- Opportunity to provide items in registration welcome gift bags
- Acknowledgment in the *JACL Digest*, and on the National JACL website

NON-PROFIT / COMMUNITY \$250

- One 8' x 10' exhibit booth space
- Two chairs and one 6' draped table
- Listing in the Convention booklet
- Opportunity to provide items in registration welcome gift bags
- Acknowledgment in the *JACL Digest*, and on the National JACL website

OPTIONAL ELECTRICITY \$35/DAY

Please note that if you would like to request access to electricity for your booth, there will be a fee of \$35 per day for each show day. Handling and storage fees for hotel storage of exhibit boxes/materials mailed prior to the convention shall be borne by the exhibitor, with the assessment to each exhibitor calculated by the hotel





2017 Convention Exhibitor Form

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1. Exhibit Type

- \$1,000 CORPORATE \$500 SMALL BUSINESS **Optional:** Add electricity line drop (\$35.00 per day)
- \$1,000 GOVERNMENT \$250 NON-PROFIT

2. Contact Information

Name to appear on Convention materials	
Contact Name	
Address	
City	
State	Zip
Phone	Fax
E-mail address	
Website	

3. Payment Method

Enclosed is a check for \$ _____	
Payable to <i>Japanese American Citizens League</i> .	
- OR -	
Please bill \$ _____ to my credit card	
<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard <input type="checkbox"/> American Express
Card Number _____	
Cardholder Name _____	
Exp Date (MM/YY) _____	Security Code _____
Credit Card Billing Address _____	
City _____	State _____ Zip _____
Cardholder Signature _____	

Mail payment with form by May 26, 2017 to:
Attn: Sponsorship
JACL National
1765 Sutter Street



San Francisco, CA 94115



With Gratitude

Thank you for your support!

We anticipate a successful 2017 National Convention and appreciate your generosity.

Please forward any questions to:

Stephanie Nitahara

Interim Executive Director

snitahara@jacl.org

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